Navy Localized Messages
NRD Philadelphia

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Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

Warfighting first, operate forward, be ready

All good things take GREAT people

70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

70 – percent of the Earth's surface is covered by water
80 – percent of the world's people live near the ocean
90 – percent of all international trade travels by the sea
100 – America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.

Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Philadelphia

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Pennsylvania, with more than 11,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire NRD – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence*)
- The Navy forges true leaders such as Petty Officer First Class xx who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, conducting coat drives for the poor, and helping out at the local food bank. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out and use their experience and skills to serve their country – their patients. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, etc.)*
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD New Philadelphia, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need for diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer*)

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition assistance and recruiting from top universities such as University of Pennsylvania and Drexel University to join the military ranks. (*This is an example focusing on medical and calling out a few universities in NRD Philadelphia – tailor this message to the schools you recruit from and give examples of the tuition assistance you provide*)
- Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. (*This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy Physician or a Dentist, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings needed in NRD Philadelphia)*

*PLEASE CHECK WITH NRD PAO FOR LATEST PERSONNEL NUMBERS

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in Pennsylvania, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the specific region or area)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace. And in Allentown, this weekend, our Sailors' mission was to bring smiles to the faces of the children at St. Christopher's Hospital, simply by playing board games – some of the Sailors' very own childhood favorites. (*This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district)*
- West Virginians, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Pennsylvania, West Virginia, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in New Jersey, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the specific region or area)*
- Thank you to our Navy families in New Jersey. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family (*When tailoring this message, include the specific region or area)*

Pennsylvania Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives
- **21** of the Fortune 500 ranked companies are based in cities in Pennsylvania, with AmerisourceBergen and Comcast ranked in the top 100 (ranked in revenues):
  - AmerisourceBergen, Comcast, Rite Aid, United States Steel, PNC Financial Services Group, PPG Industries, Aramark, PPL, H.J. Heinz, Lincoln National, Air Products & Chemicals, Crown Holdings, Universal Health Services, Mylan, Hershey, Wesco International, UGI, Dick's Sporting Goods, Erie Insurance Group, Consol Energy, Allegheny Technologies
- The Navy has a strong presence in Pennsylvania, including assets such as NSA Mechanicsburg and The Bettis Atomic Power Laboratory, which is solely dedicated to the Naval Nuclear Propulsion Program, and the more than 11,000 Navy personnel employed, including active duty and civilian personnel.
- The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Pennsylvania's export shipments of merchandise which totaled $38.8 billion in 2012.
- A total of 15,881 companies exported goods from Pennsylvania locations in 2011. Of those, 14,175 (89.3 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees. SMEs generated over one-third (36 percent) of Pennsylvania's total exports of merchandise in 2011.

Pennsylvania Data Points

- Pennsylvania received $2,357,098 in federal funding through the Small Business Administration’s State Trade Export Promotion (STEP) grant program, designed to support local and state businesses’ efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The Global Access Program (GAP) will use STEP funds as a catalyst positively affecting many other programs. GAP has spurred more companies to travel to foreign markets, purchase Gold Key services, and obtain certifications for international selling, among others.
- Export-supported jobs linked to manufacturing accounted for an estimated 4.6 percent of Pennsylvania's total private-sector employment. Nearly one-fifth (19 percent) of all manufacturing workers in Pennsylvania depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - BAE Systems, PLC- $1,571,159
  - Amerisourcebergen Corporation - $1,258,672
  - The Boeing Company - $1,257,068
  - Bechtel Group, Inc. - $848,292
  - Lockheed Martin Corporation - $664,478
  - Kongsberg Gruppen ASA - $624,584
  - Highmark Inc. - $330,114
  - The Specialty Group, Inc. - $242,914
  - Pennsylvania State University - $172,035
  - Chemring Group PLC - $162,414

Pennsylvania Data Points

- The state's largest export market was Canada. Pennsylvania posted merchandise exports of $11.5 billion to Canada in 2012, 29.5 percent of the state’s total merchandise exports. Canada was followed by China ($2.9 billion), Mexico ($2.8 billion), Germany ($1.8 billion), and the United Kingdom ($1.5 billion).
- The state's largest merchandise export category was chemicals, which accounted for $7.7 billion of Pennsylvania's total merchandise exports in 2012. Other top merchandise exports were machinery ($4.9 billion), primary metal manufactures ($3.9 billion) computers and electronic products ($3.8 billion), and transportation equipment ($3.4 billion).
- In 2012, the following metropolitan areas in Pennsylvania recorded merchandise exports: Philadelphia-Camden-Wilmington ($23.0 billion, portions of this MSA are shared with one or more other states), Pittsburgh ($14.1 billion), Allentown-Bethlehem-Easton ($2.9 billion, portions of this MSA are shared with one or more other states), Harrisburg-Carlisle ($2.9 billion), York-Hanover ($1.9 billion), Erie($1.9 billion), Reading ($1.7 billion), Scranton--Wilkes-Barre ($1.4 billion), Lancaster ($1.1 billion), and Lebanon ($339 million).

Pennsylvania Data Points

- Top Medical Schools
  - University of Pennsylvania, Perelman* (#2, U.S. News Best Medical Schools: Research, #11, U.S. News Best Medical Schools: Primary Care, Philadelphia, Pennsylvania)
  - University of Pittsburgh* (#15, U.S. News Best Medical Schools: Research, #18, U.S. News Best Medical Schools: Primary Care)
  - Temple University* (#47, U.S. News Best Medical Schools: Research, #86, U.S. News Best Medical Schools: Primary Care, Philadelphia, Pennsylvania)
  - Jefferson Medical College (#57, U.S. News Best Medical Schools: Research, #68, U.S. News Best Medical Schools: Primary Care, Philadelphia, Pennsylvania)
  - Drexel University* (#86, U.S. News Best Medical Schools: Research, Philadelphia, Pennsylvania)
  - Lake Erie College of Osteopathic Medicine (#52, U.S. News Best Medical Schools: Primary Care, Erie, Pennsylvania)
  - Pennsylvania State University College of Medicine* – (Hershey, Pennsylvania)
  - Philadelphia College of Osteopathic Medicine
- Top Engineering Schools
  - Carnegie Mellon University* (#7, U.S. News Best Engineering Grad Schools, Pittsburgh, Pennsylvania)
  - University of Pennsylvania* (#23, U.S. News Best Engineering Grad Schools, Philadelphia, Pennsylvania)
  - Penn State University – University Park* (#25, U.S. News Best Engineering Grad Schools)
  - Lehigh University, Rossin (#43, U.S. News Best Engineering Grad Schools, Bethlehem, Pennsylvania)
  - University of Pittsburgh, Swanson* (#47, U.S. News Best Engineering Grad Schools)
  - Drexel University* (#67, U.S. News Best Engineering Grad Schools, Philadelphia, Pennsylvania)
  - Temple University* (#126, U.S. News Best Engineering Grad Schools, Philadelphia, Pennsylvania)
- Top Chaplain Schools
  - Duquesne University* – (Pittsburgh, Pennsylvania)
  - Saint Vincent College -- (Latrobe, Pennsylvania)
  - Westminster College – (Glenside, Pennsylvania)
  - Geneva College – (Beaver Falls, Pennsylvania)
  - Carlow University – (Pittsburgh, Pennsylvania)

*Indicates university with NROTC program

Pennsylvania Data Points

- Four ships have borne the name USS *Pennsylvania* including*:*
  - The first USS *Pennsylvania* (1837-1861), was a 120-gun ship of the line, built at the Philadelphia Navy Yard. This ship was the largest of the U.S. Navy's sailing warships and was authorized in 1816, laid down some six years later and spent a decade and a half on the shipways. *Pennsylvania* was finally commissioned during the final months of 1837 and, at year's end, undertook her only sea voyage, a trip from Delaware Bay to Chesapeake Bay. Decommissioned after arrival at the Gosport Navy Yard, she began a long career as a receiving ship. On 20 April 1861, as Confederate forces threatened the Norfolk Navy Yard, USS *Pennsylvania* was burned to the waterline to prevent capture. Her wreck was later salvaged and broken up.
  - The second USS *Pennsylvania* (ACR-4), also referred to as "Armored Cruiser No. 4", and later renamed *Pittsburgh* and numbered CA-4, was a United States Navy armored cruiser, the lead ship of her class. She was laid down on 7 August 1901 by William Cramp and Sons and commissioned on 9 March 1905.
  - The third USS *Pennsylvania* (BB-38, originally Battleship # 38), 1916-1948, was lead ship of a class of two 31,400-ton battleships. Commissioned in June 1916, she served as the Atlantic Fleet's flagship into the early "Twenties". From June 1929 to May 1931, she received an extensive modernization at the Philadelphia Navy Yard. When Japan attacked on 7 December 1941, the *Pennsylvania*, the flagship of the United States Fleet, was in drydock at the Pearl Harbor Navy Yard. Her relatively light damage was repaired over the next few months, and she operated along the U.S. west coast and off of Hawaii until October 1942. In January 1945, she took part in the Lingayen Gulf invasion. Freshly returned to the combat zone after another overhaul, she was seriously damaged by a Japanese aerial torpedo off Okinawa on 12 August 1945. Too old for retention in the post-war fleet, the *Pennsylvania* was repaired only enough to fit her for target duty. She served in that capacity during the July 1946 Bikini atomic bomb tests. Subsequently moored at Kwajalein for studies of residual radioactivity, USS *Pennsylvania* was scuttled at sea on 19 February 1948.
  - The fourth USS *Pennsylvania* (SSBN-735) is the tenth ship in the *Ohio* class and the first submarine in the Navy to bear the name of the state. She was launched during a ceremony at Electric Boat Division of General Dynamics in Groton, CT. in April 1988. On 17 October, 2002, the USS *Pennsylvania* pulled into a new homeport of Bangor, Washington, after about 80 days transit from

Pennsylvania Data Points

- Pennsylvania is proud to be home to 378 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Chief Boatswain Edwin Joseph Hill received a Medal of Honor for distinguished conduct in the line of his profession, extraordinary courage, and disregard of his own safety during the attack on the Fleet in Pearl Harbor by Japanese forces on 7 December 1941. During the height of the bombing, Chief Boatswain Hill led his men of the USS *Nevada* to the quays, cast off the lines and swam back to his ship. Later, while attempting to let go of the anchors, he was blown overboard and killed by the explosion of several bombs.
  - Machinist's Mate William Russell Huber received a Medal of Honor for extraordinary heroism in the line of his profession on 11 June 1928, after a boiler accident on the USS *Bruce*. Immediately on becoming aware of the accident, Huber entered the steam-filled fire room and at grave risk to his life succeeded by almost superhuman efforts in carrying Charles H. Byran to safety. Although he received severe and dangerous burns around the arms and neck, he offered further assistance. The great courage, grit, and determination displayed by Machinist's Mate Huber on this occasion characterized conduct far above and beyond the call of duty.
  - Chief Gunner's Mate Frank William Crilley received a Medal of Honor for extraordinary heroism, going above and beyond the call of duty during the diving operations in connection with the sinking of the USS *F-4* with all on board, as a result of loss of depth control, which occurred off Honolulu on 25 March 1915. On 17 April 1915, William F. Loughman, chief Gunner's Mate, United States Navy, had descended to the wreck and upon starting his ascent, had his lifeline and air hose so badly fouled that he was unable to free himself and could neither ascend nor descend. Realizing the desperate case of his comrade, Crilley volunteered to go to his aid, immediately donning a diving suit and descended. After a lapse of time of two hours and 11 minutes, Crilley was brought to the surface, untangling the snarl of lines and clearing Loughman so that he was brought, still alive, to the surface.

**Please note that with more than 10% of the total Medals of Honor awards ever awarded, Pennsylvania is second only to New York for most Medal of Honor recipients.

West Virginia Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world’s consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- There are no Fortune 500 ranked companies based in cities in West Virginia.
- The Navy doesn’t have a strong visible presence in West Virginia, with less than 800 Navy personnel employed, including active duty and civilian personnel.
- However, the importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It’s a chain reaction – the Navy makes it possible for goods to be delivered overseas, including West Virginia’s export shipments of merchandise which totaled $11.3 billion in 2012.
- A total of 1,065 companies exported goods from West Virginia locations in 2011. Of those, 802 (75.3 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees. SMEs generated nearly one-quarter (22.7 percent) of West Virginia's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 3.4 percent of West Virginia’s total private-sector employment. Over one-fifth (20.6 percent) of all manufacturing workers in West Virginia depended on exports for their jobs (2011 data latest available).

West Virginia Data Points

- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Alliant Techsystems Inc. - $90,151
  - Brayman Construction Corporation - $46,365
  - Azimuth, Inc. - $21,265
  - BBL, LLC - $20,309
  - Aero Corporation - $17,528
  - Worldwide Technology Holding - $14,076
  - FCX Systems, INC. - $12,104
  - Prologic, Inc.- $11,478
  - Allied Defense Industries, INC. - $10,294
  - General Southern Industries, INC. - $7,618
- The state's largest export market was Canada. West Virginia posted merchandise exports of $1.8 billion to Canada in 2012, 15.7 percent of the state’s total merchandise exports. Canada was followed by the Netherlands ($953 million), china ($887 million), Japan ($773 million) and India ($739 million).
- West Virginia’s largest merchandise export category is minerals &ores, which accounted for $7.4 billion of West Virginia's total merchandise exports in 2012. Other top merchandise exports were chemicals ($1.6 billion), transportation equipment ($1.2 billion), primary metal manufactures ($208 million), and miscellaneous manufactured commodities ($170 million).

West Virginia Data Points

- In 2012, the following metropolitan areas in West Virginia recorded merchandise exports: Charleston ($2.1 billion), Parkersburg-Marietta-Vienna ($1.2 billion, portions of this MSA are shared with one or more other states), Huntington-Ashland ($439 million, portions of this MSA are shared with one or more other states), Morgantown ($76 million) and Wheeling ($75 million, portions of this MSA are shared with one or more states).

West Virginia Data Points

- Top Medical Schools
  - West Virginia University (#86, U.S. News Best Medical Schools: Research, #52, U.S. News Best Medical Schools: Primary Care, Morgantown, West Virginia)
  - West Virginia School of Osteopathic Medicine – (Lewisburg, West Virginia)
  - Marshall University – (Huntington, West Virginia)
- Top Engineering Schools
  - West Virginia University (#102, U.S. News Best Engineering Grad Schools, Morgantown, West Virginia)
- Top Chaplain Schools
  - West Virginia Wesleyan College – (Buckhannon, West Virginia)
  - Appalachian Bible College – (Mount Hope, West Virginia)
  - Wheeling Jesuit University

*Indicates university with NROTC program

West Virginia Data Points

- Three ships have borne the name USS *West Virginia* including:
  - The first USS *West Virginia* (Armored Cruiser # 5, later CA-5), 1905-1930, was a 13,680 ton *Pennsylvania* class armored cruiser, and built at Newport News, Virginia. Commissioned in February 1905, she operated with the Atlantic Fleet until the end of September 1906, then left the East Coast for the Far East. *West Virginia* served in Asiatic waters until returning to the U.S. in 1908 to become part of the Pacific Fleet. In addition to serving off the U.S. West Coast, the cruiser operated in the Hawaiian Islands area and off Mexico. During the mid-1910s she was in reserve at the Puget Sound Navy Yard, Bremerton, Washington, but returned to active status in 1916 for duty off Mexico. *West Virginia* was renamed *Huntington* in November of that year, freeing her "state" name for a new battleship. In March 1930, after being laid up for nearly a decade, USS *Huntington* was stricken from the Navy list. She was sold for scrapping in August 1930.
  - The second USS *West Virginia* (BB-48), 1923-1959 is a 32,600-ton *Colorado* class battleship built at Newport News, Virginia, and commissioned in December 1923. She was the last battleship completed for the United States Navy for nearly two decades. During the 1920s and 1930s, she served in the United States Fleet, taking part in "Fleet Problems" and other exercises as part of the continuing effort to develop tactics and maintain the Navy's combat readiness. *West Virginia's* base was moved to Pearl Harbor in 1940, and she was there on 7 December 1941, when the Japanese attacked. In that raid, the battleship was hit by two bombs and at least seven torpedoes, which blew huge holes in her port side. Skillful damage control saved her from capsizing, but she quickly sank to the harbor bottom. Salvaged and given temporary repairs at the Pearl Harbor Navy Yard, in April 1943, *West Virginia* steamed to the West Coast for final repair at the Puget Sound Navy Yard. She emerged from the shipyard in July 1944 completely changed in appearance, with a wider hull, and massively improved anti-aircraft gun battery. On 1 April 1945, while off Okinawa, she was hit by a Japanese Kamikaze plane but was able to remain in action, continuing her bombardment duties there into June. She participated in Operation "Magic Carpet" during the last part of 1945, bringing home veterans of the Pacific war. Inactive after early 1946, she was decommissioned in January 1947. Following twelve years in the Pacific Reserve Fleet, USS *West Virginia* was sold for

West Virginia Data Points

- The third USS *West Virginia* (SSBN 736) is an *Ohio* class ballistic missile submarine and is the third U.S. Navy ship to be named for West Virginia, and the 11th of the 18 *Ohio* class submarines. She has been in commission since 1990. The focal point of the emblem is the outline of the 35th state in the Union while the silent mountaineer represents the first West Virginia pioneers who endured unimaginable horrors in grappling their proud mountainous lands from the French and their Indian allies. The traditional long rifle has been replaced with King Neptune's three-pronged spear, the Trident, the nautical symbol of our nation's third generation (after Polaris and Poseidon) Strategic Submerged Launched Ballistic Missile Program.

- West Virginia is proud to be home to 44 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Seaman Lawrence Clinton Sinnett received a Medal of Honor for extraordinary heroism in the line of his profession, on board the USS *Florida* during the seizure of Vera Cruz, Mexico, 21 April 1914.
  - Chief Gunner Robert Edward Cox received a Medal of Honor for extraordinary heroism while serving on the USS *Missouri* 13 April, 1904. While at target practice off Pensacola, Florida., an accident occurred in the *Missouri* whereby the lives of five officers and 28 men were lost. The ship was in imminent danger of destruction by explosion, and the prompt action of Chief Gunner Cox and two Gunner's Mates caused the fire to be brought under control, and the loss of the *Missouri*, together with her crew, was averted.
  - Ensign Hugh Carroll Frazer received a Medal of Honor for extraordinary heroism in battle during the engagement of Vera Cruz, Mexico, 22 April 1914. During this engagement, Ensign Frazer ran forward to rescue a wounded man, exposing himself to hostile fire and that of his own men. Having accomplished the mission, he returned at once to his position in line.

New Jersey Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **21** of the Fortune 500 ranked companies are based in cities in New Jersey, with Prudential Financial, Johnson & Johnson, Merck and Honeywell International ranked in the top 100 (ranked in revenues):
  - Prudential Financial, Johnson & Johnson, Merck, Honeywell International, PBF Energy, Chubb, Toys "R" Us, Automatic Data Processing, Public Service Enterprise Group, Bed Bath & Beyond, Hertz Global Holdings, NRG Energy, Becton Dickinson, Sealed Air, Campbell Soup, Quest Diagnostics, Avis Budget Group, Cognizant Technology Solutions, Actavis, Celgene, Avaya
- The Navy has a presence in New Jersey, including more than 4,000 Navy personnel employed, including active duty and civilian personnel and one installation.
- The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including New Jersey's export shipments of merchandise which totaled $37.3 billion in 2012.
- New Jersey received $203,431 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets
  - The Office of International Business Development and Protocol has identified the following four areas as key important efforts to be undertaken during the project year: New to export training; "Doing Business Overseas Seminar" in the People's Republic of China; Implementation of a state-wide conferencing service; and promoting participation in foreign trade shows and missions. These will involve financially assisting over 800 eligible small businesses to acquire the education and training required to proactively identify and pursue global sales and export activities. Outcomes for this effort are $1.4 MM total projected sales by September 30, 2014.

New Jersey Data Points

- A total of 21,027 companies exported goods from New Jersey locations in 2011. Of those, 19,436 (92.4 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated more than two-fifths (45.1 percent) of New Jersey's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 4 percent of New Jersey's total private-sector employment. One-fifth (20.2 percent) of all manufacturing workers in New Jersey depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Lockheed Martin Corporation - $1,772,515
  - Computer Sciences Corporation - $681,731
  - URS Corporation - $423,354
  - Sensor Technologies Inc.- $365,133
  - ITT Corporation - $317,330
  - L-3 Communications Holding, Inc. - $291,755
  - Science Applications International - $285,267
  - American Auto Logistics LP - $202,081
  - BAE Systems PLC - $190,296
  - Viatech, Inc. - $156,917
- The state's largest export market was Canada. New Jersey posted merchandise exports of $6.9 billion to Canada in 2013, 18.6 percent of the state’s total merchandise exports. Canada was followed by Mexico ($2.1 billion), the Netherlands ($2.1 billion), the United Kingdom ($1.8 billion), and Japan ($1.6 billion).

New Jersey Data Points

- The state's largest merchandise export category is chemicals, which accounted for $8.6 billion of New Jersey's total merchandise exports in 2012. Other top merchandise exports were petroleum and coal products ($6.1 billion), computer and electronic products ($3.9 billion), transportation equipment ($2.8 billion) and primary metals manufactures ($2.3 billion).
- In 2012, the following metropolitan areas in New Jersey recorded merchandise exports: Trenton-Ewing ($713 million), Vineland-Millville-Bridgeton ($356 million), Atlantic City-Hammonton ($63 million) and Ocean City ($32 million).

New Jersey Data Points

- Top Medical Schools
  - University of Medicine and Dentistry of New Jersey – New Brunswick (#80, U.S. News Best Medical Schools: Research)
  - University of Medicine and Dentistry of New Jersey – Stratford
  - University of Medicine and Dentistry of New Jersey – Newark
- Top Engineering Schools
  - Rutgers, the State University of New Jersey – New Brunswick* (#49, U.S. News Best Engineering Grad Schools)
  - Stevens Institute of Technology (#74, U.S. News Best Engineering Grad Schools, Hoboken, New Jersey)
  - New Jersey Institute of Technology (#93, U.S. News Best Engineering Grad Schools, Newark, New Jersey)
- Top Chaplain Schools
  - Drew University – (Madison, New Jersey)
  - Seton Hall University – (South Orange, New Jersey)
  - College of Saint Elizabeth -- (Morristown, New Jersey)
  - Somerset Christian College -- (Newark, New Jersey)

*Indicates university with NROTC program

New Jersey Data Points

- Two ships have borne the name USS *New Jersey:*
  - The first USS *New Jersey* (BB-16), 1906-1923, a 14,948-ton *Virginia* class battleship, was built at Quincy, Massachusetts. Commissioned in May 1906, she spent her entire career with the Atlantic Fleet. In December 1907, *New Jersey* participated in the "Great White Fleet's" cruise around the World. This demonstration of the contemporary battle fleet's strategic mobility lasted more than a year, ending in February 1909. During World War I, *New Jersey* joined the other older battleships in providing shipboard training for the huge numbers of men who joined the wartime Navy. After the War, she made four trans-Atlantic voyages to bring veterans home from Europe. USS *New Jersey* was decommissioned in August 1920 and was sunk off Cape Hatteras as a bombing target in September 1923.
  - The second USS *New Jersey* (BB-62), 1943-1999 is an *Iowa* class battleship. Commissioned in May 1943, she spent the rest of that year in the western Atlantic and Caribbean area. *New Jersey* went to the Pacific in early 1944 and conducted her first combat operations in support of the Marshalls invasion. Following overhaul, she again became Fifth Fleet flagship during the final days of World War II and remained in the Far East until early 1946. She went to the Atlantic in 1947 and made one midshipmen's training cruise to Europe before decommissioning in June 1948. The Korean War brought *New Jersey* back into commission in November 1950. Two Korean combat tours in 1951 and 1953 were punctuated by a European cruise in the Summer of 1952. After returning home from the western Pacific in late 1953, New Jersey operated in the Atlantic. She was placed out of commission in August 1957. **She was the only battleship recalled to duty during the Vietnam War.** She recommissioned in April 1968 and arrived off Southeast Asia in September. From then until April 1969, she conducted frequent bombardments along the South Vietnamese coast. While preparing for a second Vietnam tour, she was ordered inactivated and decommissioned in December 1969. The early 1980s defense buildup produced a fourth active period for *New Jersey*, beginning with her recommissioning in December 1982. She again fired her big guns in combat during the Lebanon crisis of 1983-84 and deployed to the western Pacific in 1986 and 1989-90, with the latter cruise extending to the Persian Gulf area. She was donated to the Home Port Alliance in Camden, New Jersey, and began her career as a museum ship on October 15, 2001. **Due to her outstanding service record *New Jersey* holds the distinction of being the most decorated battleship in naval history**.

New Jersey Data Points

- New Jersey is proud to be home to 94 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Boatswain's Mate Second Class John Otto Siegel received a Medal of Honor for extraordinary heroism while serving on board the USS *Mohawk* in performing a rescue mission aboard the schooner *Hjeltenaes* which was in flames on 1 November 1918. Going aboard the blazing vessel, Boatswain's Mate Second Class Siegel rescued two men from the crew's quarters and went back the third time. Immediately after he had entered the crew's quarters, a steam pipe over the door burst, making it impossible for him to escape. Boatswain's Mate Second Class Siegel was overcome with smoke and fell to the deck, being finally rescued by some of the crew of the *Mohawk* who carried him out and rendered first aid.
  - Five years before World War I began, Peter Tomich (Tonic) immigrated to the United States. When war broke out he enlisted in the U.S. Army where he served until January 13, 1919. He received U.S. Citizenship and, ten days after his Army enlistment expired, he joined the Navy. During the attack on the fleet in Pearl Harbor, Chief Watertender Tomich remained at his post in the engineering plant of the USS *Utah* until he saw that all boilers were secured and all fire room personnel had left their stations, and by doing so, lost his own life. He had no known relatives so when the destroyer named in his honor was commissioned in 1943, it was decided to award his Medal to the ship itself. The award was presented on January 4, 1944 by Rear Admiral Monroe Kelly.. In 1947, Governor Herbert B. Maw of Utah proclaimed Peter Tomich an honorary citizen of that State, and guardianship of his Medal was granted to Utah. **In 1989 the Navy built the Senior Enlisted Academy in Newport, RI and named the building Tomich Hall. The facility is a combination of academy, dormitory and museum. Chief Tomich's Medal of Honor is now proudly displayed on the Quarterdeck of Tomich Hall where his adopted family, the Chief Petty Officers of the Navy are inspired, even today, by his actions more than half-century ago.**
  - Ordinary Seaman Robert Augustus Sweeney is **one of 19 service members in history to receive two Medals of Honor**; the first for gallant and heroic conduct while serving on board the USS *Kearsarge*, at Hampton Roads, Virginia 26 October 1881. Ordinary Seaman Sweeney jumped overboard and assisted in saving from drowning a shipmate who had fallen overboard into a strong tide and the second Medal of Honor for heroic conduct while serving on board the USS

Maryland Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **Four** of the Fortune 500 ranked companies are based in cities in Maryland with Lockheed Martin ranked in the top 100 (ranked in revenues):
  - Lockheed Martin, Marriott International, Coventry Health Care, Host Hotels & Resorts
- The Navy has a very visible presence in Maryland with nearly 31,000 Navy personnel employed, including active duty and civilian personnel and two installations.
- The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Maryland's export shipments of merchandise which in 2012 totaled $11.7 billion
- Maryland received $656,181 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The Maryland Office of International Investment and Trade (OIIT) will utilize STEP funding to award ExportMD Stipends to qualified businesses. The ExportMD Stipends represent the centerpiece program of the Maryland Export Initiative and are widely utilized among Maryland small businesses.
  - STEP funding will also enable Maryland to secure exhibition space at several major international trade shows and execute trade missions while focusing on targeted knowledge-based industries such as life sciences, advanced technology, defense and aerospace and green technology.

Maryland Data Points

- A total of 7,461 companies exported goods from Maryland locations in 2011. Of those, 6,626 (88.8 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-third (35.2 percent) of Maryland's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 2 percent of Maryland's total private-sector employment. Over one-eighth (13.2 percent) of all manufacturing workers in Maryland depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009):
  - Lockheed Martin Corporation - $679,049
  - Northrop Grumman Corporation - $660,663
  - Johns Hopkins University - $598,196
  - Arinc Incorporated - $479,783
  - Comtech Telecommunications Corp. - $462,979
  - BAE Systems PLC - $351,125
  - URS Corporation - $337,473
  - United Industrial Corporation - $327,505
  - Honeywell International Inc. - $313,670
  - Computer Sciences Corporation - $291,897

Maryland Data Points

- The state's largest export market was Canada. Maryland posted merchandise exports of $1.8 billion to Canada in 2012, 15.3 percent of the state’s total merchandise exports. Canada was followed by Saudi Arabia ($858 million), the United Kingdom ($573 million), the United Kingdom ($573 million), China ($559 million) and Japan ($465 million).
- The state's largest merchandise export category was transportation equipment, which accounted for $3.2 billion of Maryland's total merchandise exports in 2012. Other top merchandise exports were chemicals ($2 billion), computer & electronic products ($1.8 billion), machinery ($1.2 billion), and primary metal manufactures ($558 million).
- In 2012, the following metropolitan areas in Maryland recorded merchandise exports: Baltimore-Towson ($5.8 billion), Hagerstown-Martinsburg ($330 million, portions of this MSA are shared with one or more other states) and Cumberland ($48 million, portions of this MSA are shared with one or more other states).

Maryland Data Points

- Top Medical Schools
  - Johns Hopkins University (#2, U.S. News Best Medical Schools: Research, #21, U.S. News Best Medical Schools: Primary Care, Baltimore, Maryland)
  - University of Maryland (#37, U.S. News Best Medical Schools: Research, #71, U.S. News Best Medical Schools: Primary Care, Baltimore, Maryland)
  - Uniformed Services University of the Health Sciences (#62, U.S. News Best Medical Schools: Research, Bethesda, Maryland)
- Top Engineering Schools
  - University of Maryland (#18, U.S. News Best Engineering Grad Schools, College Park, Maryland)
  - Johns Hopkins University (#26, U.S. News Best Engineering Grad Schools, Baltimore, Maryland)
  - University of Maryland – Baltimore County (#119, U.S. News Best Engineering Grad Schools, Baltimore, Maryland)
  - Morgan State University – (Baltimore, Maryland)
- Top Chaplain Schools
  - Mount St. Mary's University – (Emmitsburg, Maryland)
  - Washington Bible College-Capital Bible Seminary (Lanham, Maryland)
  - Washington Adventist University – (Takoma Park, Maryland)
  - Yeshiva College of the Nation's Capital – (Silver Spring, Maryland)

*No NROTC programs in Maryland

Maryland Data Points

- Four ships have borne the name USS *Maryland*:
  - The first USS *Maryland*, a sloop, was built by public subscription in Baltimore under the Act of 1798 and accepted by the Navy in 1799. She sailed around the Surinam station on numerous diplomatic and deterrence missions and was sold in 1801.
  - The second USS *Maryland* (ACR/CA 8) was a *Pennsylvania* class armored cruiser commissioned in 1905. In 1916 she was renamed *Fredrick* and completed escort missions during World War I. She was decommissioned in 1922 and sold as scrap in 1930.
  - The third USS *Maryland* (BB-46), a 32,600-ton *Colorado* class battleship, was built at Newport News, Virginia, and commissioned in 1921. She received minor damage on 7 December 1941 at Pearl Harbor and in 1944, participated in pre-invasion gunnery, this time against Saipan, and was torpedoed by a Japanese aircraft. She was damaged in two other missions against the Japanese, and spent her post World War II days transporting serviceman home from the mid-Atlantic. She was decommissioned in 1947.
  - The fourth USS *Maryland* (SSBN-738), an *Ohio* class fleet ballistic missile submarine, was commissioned in 1992, and is currently on active duty.

Maryland Data Points

- Maryland is proud to be home to 83 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Yeoman William Wright received a Medal of Honor for extraordinary heroism in action while serving as Yeoman on board the USS *Monticello* during the reconnaissance of the harbor and water defenses of Wilmington, North Carolina, 23 to 25 June 1864. Taking part in a reconnaissance of enemy defenses, Yeoman Wright courageously carried out his cutting of a telegraph wire and the capture of a large group of prisoners. Although in immediate danger from the enemy, Wright showed gallantry and coolness throughout this action which resulted in the gaining of vital information of the rebel defenses.
  - Fireman Second Class John W. Magee received a Medal of Honor for heroic conduct while serving on board the USS *Tallapoosa* during the sinking of that vessel on the night of 21 August 1884. During this period, Fireman Second Class Magee remained at his post of duty in the fire room until the fires were put out by the rising waters.
  - Lieutenant Commander [then Lieutenant] Arthur Murray Preston, United States Naval Reserve, received a Medal of Honor for gallantry and intrepidity at the risk of his life above and beyond the call of duty as commander, Motor Torpedo Boat Squadron THIRTY-THREE (MTB-33), while effecting the rescue of a Navy pilot shot down in Wasile Bay, Halmahera Island, less than 200 yards from a Japanese dock and supply area, 16 September 1944. Lieutenant Commander Preston led PT-489 and PT-363 through 60 miles of restricted, heavily mined waters. Aided by an aircraft smokescreen, he finally succeeded in reaching his objective and, under vicious fire delivered at 150-yard range, took the pilot aboard and cleared the area, sinking a small hostile cargo vessel with 40-mm fire during retirement. Lieutenant Commander Preston raced PT boats 489 and 363 at high speed for 20 minutes through shell-splashed water and across minefields to safety. Under continuous fire for 2l/2 hours, Lieutenant Commander Preston successfully achieved a mission considered suicidal in its tremendous hazards.

Delaware Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **Two** of the Fortune 500 ranked companies are based in cities in Delaware with DuPont ranked in the top 100 (ranked in revenues):
  - DuPont, SLM
- The Navy has a visibly low presence in Delaware with approximately 300 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Delaware's export shipments of merchandise which in 2012, totaled $5.1 billion.
- Delaware received $189,705 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - STEP funding is being used in Delaware for multiple projects, including trainings, technical assistance, and trade events in conjunction with the World Trade Commission to promote eligible small businesses.
  - Delaware is also planning an outreach program to inform small businesses of the opportunities in exporting with the ultimate goal of increasing small business export sales.
  - Finally, the Delaware Manufacturing Extension Partnership is providing structured assessments of eligible small businesses.
- A total of 1,701 companies exported from Delaware locations in 2011. Of those, 1,465 (86.1 percent) were small and medium-sized enterprises, with fewer than 500 employees.

Delaware Data Points

- SMEs generated one-seventh (13.9 percent) of Delaware's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 3.7 percent of Delaware's total private-sector employment. Over one-fifth (21 percent) of all manufacturing workers in Delaware depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Coakley & Williams Construction - $42,874
  - J E Dunn Construction Group - $12,438
  - Behrman Capital - $11,253
  - DJ’s Mechanical Inc. - $10,821
  - Toltest, Inc. - $10,398
  - Caesar Rodney School District - $8,801
  - DuPont Fuel Cells - $7,220
  - Masley Enterprises Inc. - $7,002
  - Miami Business Services, Inc. - $6,792
  - Curtis Contracting Inc. - $6,550

Delaware Data Points

- The state's largest export market was Canada. Delaware posted merchandise exports of $1 billion to Canada in 2012, 20.1 percent of the state’s total merchandise exports. Canada was followed by the United Kingdom ($755 million), China ($413 million), Japan ($345 million), and Germany ($303 million).
- The state's largest merchandise export category was chemicals, which accounted for $2.2 billion of Delaware's total merchandise exports in 2012. Other top merchandise exports were computer & electronic products ($597 million), transportation equipment ($561 million), machinery ($365 million), and food & kindred products ($252 million).
- In 2012, the following metropolitan areas in Delaware recorded merchandise exports: Dover ($53 million).

Delaware Data Points

- Top Medical Schools
  - *There are no medical schools in Delaware; however, University of Delaware (Newark, Delaware) and Delaware State University (Dover, Delaware) both offer nursing programs.
- Top Engineering Schools
  - University of Delaware (#56, U.S. News Best Engineering Grad Schools, Newark, Delaware)
- Top Chaplain Schools
  - Wesley College – Dover

*No NROTC programs in Delaware

Delaware Data Points

- Six ships have borne the name USS *Delaware*:
  - The first USS *Delaware*, a frigate launched in 1776, advanced upon enemy fortifications to rescue the captured USS *Philadelphia*, however, against overwhelming odds she was forced to surrender and was captured by the Royal Navy.
  - The second USS *Delaware*, originally built in 1794 as a merchant ship, was bought to protect American merchant ships from French privateers. She was sold in 1801.
  - The third USS *Delaware*, a ship-of-the-line, launched in 1820, served in interests of commerce and diplomacy in Spain, the Mediterranean, and several South American countries until 1861 when she was burned with other ships in the Norfolk shipyard to prevent her fall into Confederate hands.
  - The fourth USS *Delaware*, a side wheel steamer purchased by the Navy in 1861, shared in the capture of five Confederate steamers and two schooners at the capture of Roanoke Island. In 1864 she returned to the waters of Virginia, to patrol and perform picket duty, transport men and ordnance stores, and clear the rivers of torpedoes until the end of the war.
  - The fifth USS *Delaware*, a screw- steamer originally named *Piscataque*, was dubbed *Delaware* in 1869 and decommissioned in 1870.
  - The sixth USS *Delaware* (BB-28), a battleship commissioned in 1910, performed fleet exercises until World War I, when she joined the 6th Battle Squadron. She escorted numerous merchant ships and evaded two torpedoes off of Stravanger. She was decommissioned in 1928.

Delaware Data Points

- Delaware is proud to be home to 13 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Coal Heaver Charles H. Baldwin received a Medal of Honor for extraordinary heroism in action while serving on board the USS *Wyalusing* and participating in a plan to destroy the rebel ram *Albermarle* in Roanoke River, North Carolina, 25 May 1864. Volunteering for the hazardous mission, Coal Heaver Baldwin participated in the transfer of two torpedoes across an island swamp. Weighted by a line which was used to transfer the torpedoes, he swam the river and was forced to abandon the plan before it could be carried to completion. Escaping the fire of the muskets, Coal Heaver Baldwin spent two days and nights of hazardous travel without food, and finally arrived, fatigued, at the mother ship.
  - Apprentice First Class Leonard B. Chadwick received a Medal of Honor for extraordinary heroism in action on board the USS *Marblehead* during the operation of cutting the cable leading from Cienfuegos, Cuba, 11 May 1898. Facing the heavy fire of the enemy, Apprentice First Class Chadwick set an example of extraordinary bravery and coolness throughout this period.
  - Quartermaster Alexander Hand received a Medal of Honor for extraordinary heroism in action while serving on the USS *Ceres* in the Roanoke River near Hamilton, North Carolina. He courageously returned fire and was spoken of for "good conduct and cool bravery under enemy fire," by his commanding officer.

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